

In the claims:

~~Following~~ is a complete set of claims as amended with this Response.

1. (Original) A method comprising:

sending transactional information via a broadcast channel from an electronic commerce system to consumers, the transactional information including a transaction identifier and relating to a product or service that is for sale by a business;

receiving a transaction request via a network connection at an electronic commerce system from a consumer in response to the sent transactional information, the transaction request including a transaction identifier and a consumer identifier;

401 sending the transaction request and consumer information via a secure channel from the electronic commerce system to a server system of the business to which the transactional information relates, the consumer information including credit information about the consumer and an identification of the consumer.

2. (Original) The method of Claim 1 wherein sending transactional information comprises sending the transactional information along with broadcast data for viewing of broadcasts by the user.

3. (Original) The method of Claim 2 wherein sending transactional information comprises sending transactional information that is related to the broadcast viewing data.

4. (Original) The method of Claim 2 wherein sending the transactional information along with the broadcast data comprises sending using at least one of cable broadcast, satellite broadcast, very high frequency (VHF) radio frequency

communication of broadcast networks, ultra high frequency (UHF) radio frequency communication of broadcast networks and a telephone/computer network interface.

5. (Original) The method of Claim 1 wherein the network connection comprises an insecure internet connection.

6. (Original) The method of Claim 1 wherein the secure channel comprises an encrypted internet connection.

7. (Original) The method of Claim 1 wherein the secure channel comprises a telephone connection.

8. (Original) The method of Claim 1 further comprising verifying the consumer by comparing the consumer identifier to a list of consumers in a consumers library.

9. (Original) The method of Claim 8 wherein the consumers library includes credit information regarding consumers listed in the library and wherein sending the transaction request includes sending an identification of the consumer and credit information regarding the consumer.

10. (Original) The method of Claim 1 further comprising verifying businesses by comparing the transaction identifier to a list of transaction identifiers in a businesses library.

11. (Original) The method of Claim 10 further comprising verifying information for use in the businesses library by at least one of checking the history of the business and checking whether any complaints have been filed against the business.

12. (Original) The method of Claim 10 wherein the business library contains at least one of the name of the business, the physical address of the business, the Internet address of the business, the phone and fax numbers of the business and products sold by the business.

13. (Original) The method of Claim 1 wherein sending the transaction request comprises forwarding the transaction request to a server interface of the electronic commerce system to be sent to the server system of the business.

14. (Original) A machine readable medium having stored thereon data representing sequences of instructions which, when executed by a machine, cause the machine to perform operations comprising:

sending transactional information via a broadcast channel from an electronic commerce system to consumers, the transactional information including a transaction identifier and relating to a product or service that is for sale by a business;

receiving a transaction request via a network connection at an electronic commerce system from a consumer in response to the sent transactional information, the transaction request including a transaction identifier and a consumer identifier;

sending the transaction request and consumer information via a secure channel from the electronic commerce system to a server system of the business to which the transactional information relates, the consumer information including credit information about the consumer and an identification of the consumer.

15. (Original) The medium of Claim 14 wherein the instructions for sending transactional information comprise instructions for sending the transactional information along with broadcast data for viewing of broadcasts by the user.

16. (Original) The medium of Claim 14 wherein the network connection comprises an insecure internet connection.

fp 17. (Original) The medium of Claim 14 wherein the secure channel comprises an encrypted internet connection.

18. (Original) The medium of Claim 14 wherein the sequences of instructions, when executed by a machine, cause the machine to perform further operations comprising verifying the consumer by comparing the consumer identifier to a list of consumers in a consumers library.

19. (Original) The medium of Claim 14 wherein the consumers library includes credit information regarding consumers listed in the library and wherein sending the transaction request includes sending an identification of the consumer and credit information regarding the consumer.

20. (Original) The medium of Claim 14 wherein the sequences of instructions, when executed by a machine, cause the machine to perform further operations comprising further comprising verifying businesses by comparing the transaction identifier to a list of transaction identifiers in a businesses library.

21-45. (Cancelled)

46. (Original) A method comprising:

sending transactional information along with broadcast data from an electronic commerce system to a consumer entertainment system through a broadcast communications medium, the transactional information including information about a product or service that is for sale by a business;

receiving a transaction request at the electronic commerce system from the consumer entertainment system identifying the consumer and the transactional information;

forwarding information regarding the consumer together with the identification of the consumer and the transactional information to a server system corresponding to the business for the transactional information securely over a second transmission medium.

47. (Original) The method of Claim 46 wherein the information regarding the consumer includes credit information regarding the consumer.

48. (Original) The method of Claim 46 wherein forwarding information securely comprises forwarding information using an encrypted internet connection.

49. (Original) The method of Claim 46 wherein forwarding information securely comprises forwarding information using a telephone connection.

50. (Original) The method of Claim 46 wherein displaying comprises displaying the transactional information during the viewing of broadcast data.

51. (Original) The method of Claim 46 wherein sending transactional information comprises sending transactional information that is related to the broadcast viewing data.

52. (Original) The method of Claim 46 wherein the broadcast communications medium comprises at least one of cable broadcast, satellite broadcast, very high frequency (VHF) radio frequency communication of broadcast networks, ultra high frequency (UHF) radio frequency communication of broadcast networks and a telephone/computer network interface.

53. (Original) The method of Claim 46 wherein receiving a transaction request comprises receiving the transaction request through an insecure internet connection.

54. (Original) The method of Claim 46 further comprising verifying the consumer by comparing the consumer identifier to a list of consumers in a consumers library.

55. (Original) The method of Claim 54 wherein the consumers library includes credit information regarding consumers listed in the library and wherein sending the transaction request includes sending an identification of the consumer and credit information regarding the consumer.

56. (Original) The method of Claim 46 further comprising verifying businesses by comparing the transaction identifier to a list of transaction identifiers in a businesses library.

57. (Original) The method of Claim 46 wherein sending the transaction request comprises forwarding the transaction request to a server interface of the electronic commerce system to be sent to the server system of the business.

58. (Original) A machine readable medium having stored thereon data representing sequences of instructions which, when executed by a machine, cause the machine to perform operations comprising:

sending transactional information along with broadcast data from an electronic commerce system to a consumer entertainment system through a broadcast communications medium, the transactional information including information about a product or service that is for sale by a business;

receiving a transaction request at the electronic commerce system from the consumer entertainment system identifying the consumer and the transactional information;

forwarding information regarding the consumer together with the identification of the consumer and the transactional information to a server system corresponding to the business for the transactional information securely over a second transmission medium.

59. (Original) The medium of Claim 58 wherein the information regarding the consumer includes credit information regarding the consumer.

60. (Original) The medium of Claim 58 wherein forwarding information securely comprises forwarding information using an encrypted internet connection.

61. (Original) The medium of Claim 58 wherein sending transactional information comprises sending transactional information that is related to the broadcast viewing data.

62. (Original) The medium of Claim 58 wherein the broadcast communications medium comprises at least one of cable broadcast, satellite broadcast, very high frequency (VHF) radio frequency communication of broadcast networks, ultra high frequency (UHF) radio frequency communication of broadcast networks and a telephone/computer network interface.



63. (Original) The medium of Claim 58 wherein receiving a transaction request comprises receiving the transaction request through an insecure internet connection.

64. (Original) The medium of Claim 58 further comprising verifying the consumer by comparing the consumer identifier to a list of consumers in a consumers library.

65. (Original) The medium of Claim 64 wherein the consumers library includes credit information regarding consumers listed in the library and wherein sending the transaction request includes sending an identification of the consumer and credit information regarding the consumer.

66. (Original) The medium of Claim 58 further comprising verifying businesses by comparing the transaction identifier to a list of transaction identifiers in a businesses library.

67. (Original) The medium of Claim 58 wherein sending the transaction request comprises forwarding the transaction request to a server interface of the electronic commerce system to be sent to the server system of the business.

 
68-81. (Cancelled)
